CLAIMS:

1.   A method of enabling an electronic transaction, the method comprising the acts of:

providing storable electronic content to a user;

providing an electronic application to the user; and

providing control commands to the user for a fee that is receivable from a party other than the user, the control commands enabling the electronic application to render the electronic content to the user.

2.   The method of Claim 1, wherein the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises the acts of:

connecting the portable wireless device to a server; and

transmitting the control commands from the server to the portable wireless device.

3.   The method of Claim 2, wherein the control commands are required to be separately transmitted each time the electronic application renders the electronic content, the method comprising the act of, at the server, maintaining a count of a number of times that the control commands are transmitted to the portable wireless device.

4.   The method of Claim 3, further comprising the act of denying transmittal of the control commands if the count exceeds a given number.

5.   The method of Claim 2, wherein the electronic application is only enabled to render the electronic content while the portable wireless device is connected to the server.

6.   The method of Claim 2, comprising the acts of:

receiving a user identification at the server from the user each time the portable wireless device is connected to the server; and

maintaining a count of a number of times the user identification is received by the user.

7.   The method of Claim 2, wherein the electronic content contains a plurality of electronic content portions and wherein corresponding control commands are required to be separately provided each time the electronic application renders one of the plurality of electronic content portions, the method comprising the acts of:

transmitting a particular control command in response to a request from the user containing a user identification, wherein the request is for the particular control command;

maintaining a count of a number of times each particular control command is transmitted to the user.

8.   The method of Claim 7, comprising the act of providing unrequested keys determined from the count.

9.   The method of Claim 7, comprising the act of providing electronic advertising content determined from the count, wherein the electronic advertising content is renderable by the electronic application.

10.   The method of Claim 1, wherein the electronic content contains a plurality of electronic content portions and wherein a corresponding control command is required to be separately provided each time the electronic application renders one of the plurality of electronic content portions.

11.   The method of Claim 1, comprising the act of providing electronic advertising content renderable by the electronic application.

12.   The method of Claim 11, wherein the electronic application renders the electronic content and the electronic advertising content in a determined order.

13.   The method of Claim 12, wherein the electronic advertising is played back in between portions of the electronic content.

14.   The method of Claim 11, wherein the electronic advertising is provided together with the electronic content.

15.   The method of Claim 11, wherein the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises the acts of:

connecting the portable wireless device to a server;

determining a geographic region where the portable wireless device is located;

identifying electronic advertising for the determined geographic region; and

transmitting the control commands and the identified electronic advertising from the server to the portable wireless device.

16.   The method of Claim 1, wherein the control commands control at least one of the selection and order of rendering the electronic content.

17.   The method of Claim 1, wherein the electronic content is at least one of audio content and video content.

18.   A method of enabling an electronic transaction, the method comprising the acts of:

providing storable electronic content to a user;

providing an electronic application to the user;

determining electronic advertising based on a personal profile for the user and

providing control commands and the determined electronic advertising to the user for a fee that is receivable from a party that desires the determined electronic advertising be provided to the user, the control commands enabling the electronic application to render the electronic content and the determined electronic advertising to the user.

19.   The method of Claim 18, comprising the acts of:

monitoring user selection of electronic content;

providing an update to the personal profile based on a result of the monitoring.